

Company Operation Information

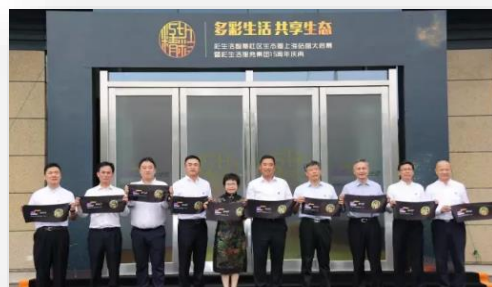
Fantasia maintained steady contracted sales in July

Smart Community Ecosystem launched in Shanghai

(7 August 2017 - Hong Kong) Fantasia Holdings Group Co., Limited (“Fantasia” or the “Company”, which together with its subsidiaries, is referred to as the “Group”, HKEx stock code: 1777) announces its sales performance for July 2017. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 93,715 square metres (sq.m.) in gross floor area (“GFA”) and recorded contracted sales of RMB702 million in the month. From January to July 2017, Fantasia Property Group sold properties with an aggregate of 735,156 sq.m. in GFA. The accumulated contracted sales reached RMB5755 million. For the first seven months of the year, the Group completed 38.4% of its full-year contracted sales target of RMB15.0 billion.



Fantasia - Chengdu Xiangmendi Project



Colour Life Smart Community Ecosystem
- Launch in Shanghai

花样
创造
价值

Company Operation Information *(Cont.)*

Since June, the first- and second-hand home prices in Beijing and Shanghai have been going down, while the growth of home prices in third- and fourth-tier cities continued to take the lead. Due to the tightening policies imposed on purchases, prices and mortgages, most developers have seen the growth rates of their businesses slow down in the year to date. As the volume of second-hand property transactions exceeds that of new flats, some people engaged in the property industry believe that the industry is entering a new phase of development which is marked by a shift of focus from the expansion of property development business to property operation. Moreover, the property firms are competing more in the quality of products and services than in scale of business. In the meantime, China's urbanization has reached the second stage as the mass market is having more trade-up demand. In the property sector, sizeable property companies are still favoured by investors but they are also faced with problems which are becoming more pronounced, especially the problem of lagging behind in terms of the development of new generations of technologies and products.

Contracted sales in July remained robust in cities like Guilin, Chengdu and Nanjing. Contracted sales in Chengdu nearly doubled month on month as they were driven by the launch of Chengdu Xiangmendi project into the market. The contracted sales at Guilin Lakeside Garden and Nanjing Hailun Garden grew steadily. In the second half of the year, Fantasia will be more committed to fixed asset investment. For instance, it will actively participate in urban renewal projects, industrial area renewal projects and cooperation through equity participation, etc.

On the other hand, It is now building smart communities with the human touch. Fantasia will launch the following representative smart communities in the second half of 2017, such as Shenzhen Jiatianxia Project (深圳家天下), Chengdu Jiatianxia (成都家天下), Chengdu Xiangmendi Project (成都香門第), Suzhou Xingfu Wanxiang Project (蘇州幸福萬象) etc.

Establish the operation system for smart communities

The internet-enabled Caizhiyun platform started providing services in properties on a total site area of more than 6,000 sq.m. at the same time. The ecosystem is first launched in Shanghai, and is aimed at creating the Smart Community Operation System which makes Shanghai as the centre of such operation. Its influence will be radiated farther to the whole region of eastern China. It targets to create a win-win situation for businessmen, users and platform operators. The establishment of the ecosystem of smart communities promotes the transformation of China's property service industry, unleashes the potential of the industry and upgrades the social welfare.

Establish close connections within communities

In July, Fantasia and 77 Wencuang (77 文創) jointly launched the "Property + Community + Cultural Activities" cooperation model, and created the "Xingfu 7 He" (幸福7和) project. The "Xingfu 7 He" project is located at an old factory of Oriental Petrochemical, Beijing East Fifth Ring Road. The park is expected to be opened in the first half of 2019.

Mr. Pan Jun, Chairman of Fantasia said, "Fantasia aims to build on the foundation of its business by diversifying into the business of artistic and cultural creativity. It will do so through cooperation with 77 Wenchuang. In the "Xingfu 7 He" project, Fantasia aims to create a business model that integrates businesses into communities. With this new business model, we can unlock the value in communities by promoting the business of artistic and cultural creativity and fitting them into the lifestyle of such communities."



Property Sales *(Note: Data in this news letter is unaudited and may be adjusted)*

For July 2017, Fantasia recorded an aggregated sold gross floor area (“GFA”) of 93,715 square metres (sq.m.) and contracted sales of RMB702 million. For the first seven months of the year, accumulated sold GFA surged to 735,156 sq.m., accumulated contracted sales surged to 5755 million, achieving 38.4% of the Group’ s full-year contracted sales target of RMB15 billion.

City	Project Name	Project Type	GFA Sold	Sales Amount
			(sq. m.)	(RMB 0’000)
Shenzhen	Longqi Bay	Urban Complex	1,997	15,602
	Longnian Plaza	Urban Complex	331	862
	Lenian Plaza	Urban Complex	511	2,538
Chengdu	Fantasia Town	Mid-to-high Residence	66	59
	Love Forever	Mid-to-high Residence	36	16
	Grande Valley	Boutique Upscale Residence	29,939	27,999
	Long Nian International Plaza	Urban Complex	37,917	32,701
	Xiang Men Di	Boutique Upscale Residence	40,972	25,722
Dongguan	Jun Shan	Boutique Upscale Residence	720	738
	Jiangshan Hui	Mid-to-high Residence	1,812	1,356
Tianjin	Meinian Plaza	Urban Complex	6,437	10,427
	Love Forever	Boutique Upscale Residence	865	299
Huizhou	Special Town project	Mid-to-high Residence	3,170	1,273
	Kang Town	Mid-to-high Residence	91,569	87,696
Suzhou	Lago Paradise	Boutique Upscale Residence	44,791	40,194
	Special Town project	Boutique Upscale Residence	568	123
	Hailrun Complex	Urban Complex	16,306	21,236
Kunming	Yishu Huaxiang	Mid-to-high Residence	79	61
Guilin	Fantasia Town	Boutique Upscale Residence	296	163
	Lakeside Garden	Boutique Upscale Residence	184,453	93,184



Property Sales *(Note: Data in this news letter is unaudited and may be adjusted)*

City	Project Name	Project Type	GFA Sold	Sales Amount
			(sq. m.)	(RMB 0'000)
Shanghai	Love Forever	Boutique Upscale Residence	263	119
Singapore	Love Forever	Boutique Upscale Residence	1,367	16,132
Nanjing	Hailrun Garden	Urban Complex	20,306	32,295
	Love Forever	Boutique Upscale Residence	28,166	18,100
Wuhan	Wuhan Fantasia Town	Mid-to-high Residence	38,535	31,479
	Wuhan Jinxiu Town	Boutique Upscale Residence	170,720	102,920
	Love Forever	Boutique Upscale Residence	12,819	12,103
Total			735,156	575,540

Company News

- First Shanghai maintained a “Buy” rating on Fantasia shares. They believe Colour Life’s scale and its profits are growing. Value-added services are being effective. The expansion of asset-light model is accelerating. With the improving results and various vertical business segments, the revenue will be increased. The target price is HK\$7.78, according to FCFF valuation model. They maintain a “Buy” rating.



About Fantasia

Founded in 1998, Fantasia was successfully listed on the Main Board of The Stock Exchange of Hong Kong in December 2009 under the stock code 1777. Having completed its business strategic layout in the upcoming era of mobile internet and customer big data, Fantasia Group has evolved into a leading financial holding group in China, with a business model driven by financial operations, anchoring on services, and supported by property development. Fantasia conducts full-range of operations and community services, covering eight major areas of value-added services in over 200 cities in mainland China, namely - financial services, Colour Life Group, property development, international commercial community services, cultural and tourism, commercial services, senior citizen services and education. So far, the Group has three publicly-listed companies - Fantasia Holdings Group (01777.HK), Colour Life (01778.HK) and Home E&E (834669.CC). It has become the world's largest residential community service operation provider.

Currently, Fantasia is progressing with its international business expansion plan and has established branches in Hong Kong, Taipei, Singapore and Tokyo as well as investing property development projects in Singapore, the United States of America and Taiwan.

It is committing to be the leading industry participant which provides a joyful, colourful and meaningful living space and experience and aims to deliver unique and inspiring living space and experience to value-oriented customers.

To learn more about the Company, please visit Fantasia's website at: www.cnfantasia.com

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